

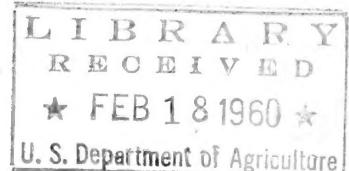
MENTOR ROSE GROWERS, INC.

445 Little Mountain Rd.
Mentor, Ohio

R. James Schroeder, Mgr.
Phone: Blackburn 5-2710

ROSE GROWERS AND NURSERYMEN - WHOLESALE ONLY

Growing Top Quality Roses
"We Grow What We Sell"



OUR ROSES ARE TWO YEAR OLD, FIELD GROWN IN NORTHERN OHIO, BUDDED ON MULTIFLORA JAPONICA. THEY ARE CAREFULLY GROWN AND CONSCIENTIOUSLY HANDLED IN EACH AND EVERY WAY, TO ASSURE YOU OF BETTER QUALITY.

FALL 1959 - SPRING 1960

Prices and Order Blank
To the Trade

WRAPPED ROSES

BARE ROOT ROSES

POTTED ROSES

Listing these new varieties

#ROYAL VELVET (PPAF)
Hybrid Tea, red

#EL CAPITAN (1796)
Grandiflral, red

#FANTAN (PPAF)
Hybrid Tea, tan

#GOLDEN GIRL (PPAF)
Grandiflora, yellow

#See last page for full description

VISITORS ARE ALWAYS WELCOME.

Member of: American Association of Nurserymen
Ohio Nurserymen's Association
Lake County Nurserymen's Association

A MESSAGE TO YOU

Dear Friends,

To all who receive this list, I take this opportunity to thank our customers for their business; and to acquaint many of you with the modest nursery operation of Mentor Rose Growers, Inc.

Six years ago I recognized that the demand for Quality Northern Grown Roses was not being fully met. The annual increase in rose production has been in other regions of the Nation. Those of you who have had a desire for a truly Northern Grown Rose, have been left wanting. Our firm was established to help fill this vacuum. I was able to bring seven years of rose growing experience to our program in meeting this obvious need.

We don't doubt there shall always be a demand from so many of you, who are in the retail nursery trade, for a Quality Northern Grown Rose. For I have found many of you believe as we do, there is much to merit the use of a rose grown for two years in the rich, clay-loam soils near Lake Erie. Here we have "four seasons" of the year in which to grow it naturally to field maturity. The rose thus produced, is then genuinely acclimated to the range of climate found in so many areas of this Country.

There is another advantage, which we feel is even more important for handling our Northern Grown Rose. This has to do with the root stock. Our roses are budded on an improved strain of Multiflora Japonica, which we import from Holland. This budding stock produces a pliable, fibrous root system that is in nice proportion to the top growth of the rose bush. This factor is greatly appreciated by those of you who pot roses; for it makes it easy to use the accepted rose-pot-size. It isn't necessary to trim off a lot of coarse, shankly root; or to struggle with hand shears in trying to trim thick, woody top growth, which is so often produced elsewhere on other types of root stocks. Also, I have found from tested experience, the multiflora root stocks provide a faster "root action", and they induce natural top growth sooner than many other root stocks in general use. This test was made with uniform pot culture practices on like varieties.

We feel that many other considerations would constitute strong recommendations for using our roses. Certainly all of these points are best understood when they are brought out in a discussion between two people. I realize I may never get to meet many of you personally for such a conversation; but at least, it has been my pleasure to convey our message to each of you in this manner.

If you have taken the time to read this far, I feel we have already made our acquaintance. Thank you, and I hope we may be able to serve you in some of your rose needs in the near future.

Very truly yours,

Jim Schroeder, Manager

MENTOR ROSE GROWERS, INC.

VISITORS ARE ALWAYS WELCOME

Please feel free to visit us at any time. We are located on Little Mountain Road 8/10 of a mile south of U.S. Rte. 20; or 4/10 of a mile north of Ohio Rte. 84. Little Mountain Rd. is the first road running north and south, east of Mentor Village limits.

BARE ROOT ROSES

Bare root roses for Fall orders are ready the end of October. We have adequate storage facilities to hold orders in good condition for Spring delivery until about May 1st.

WRAPPED ROSES

Packaged rose sales are increasing, because they can be offered for sale several weeks in advance of potted roses. Get your share of this market, order early! Packaged roses are available for Spring orders only, as follows:

DELUXE WRAP: (single plant) No. 1 or No. 1½ grade, consists of an inner wrap of polly-coated paper, the roots being in a moisture retaining mixture of saw dust and cedar shavings. This is then inserted into an attractive Silver Foil Bag, which has a full color 3x5" picture of the plant on the side of the bag.

ECONOMY WRAP: (single plant) No. 1 or No. 1½ grade, omits the Foil Bag; and a 2x3" card picture tag is attached to the canes in place of the larger picture.

DELUXE WRAP PACKAGE: (3 different colors) No. 2 grade mixed Hybrid Teas and Floribundas. This is wrapped the same as the Deluxe Wrap; but in place of the color picture on the bag, a 3x5" card tag showing the three colors, is attached to the canes. The color combinations available are as follows: red, yellow and white; red, yellow and pink; red, pink and bi-color.

There is also a limited supply of No. 2 grade Climbers available for the above mentioned package as follows: red, yellow and white; red, yellow and pink; or a package of 3 red Climbers (Blaze).

This package of three roses has great sales appeal, order yours! The canes of all wrapped roses are coated lightly with a temperature controlled green wax to seal in all moisture possible.

POTTED ROSES

If you do not have the facilities, we will pot roses "on order". Otherwise, only a limited selection of potted roses are available "In Season". Pick-up at nursery, or delivery arrangements can be made in advance.

Your order will receive our prompt acknowledgment; and we exert every effort to fill each order as acknowledged, but sometimes shortages do occur due to circumstances beyond our control. In any event, all orders are filled with preference to the date booked.

IT'S BEST TO ORDER EARLY, PLEASE DO.

TERMS AND CONDITIONS OF SALE

PRICES: Quoted in this list are F.O.B. Mentor, Ohio, and are subject to change without notice. All stock is offered subject to prior sale, and all orders are accepted subject to crop yield. Boxing and baling is charged extra at cost, unless order is prepaid before shipment.

PAYMENTS: 2% 10 days, Net 30 days to those who have established suitable credit with us. If you desire to open an account, please furnish three references, and allow sufficient time to investigate. Otherwise, cash with order. Cash orders receive 2% off in addition to free boxing.

CLAIMS: All goods travel at the risk of consignee, we do not assume any responsibility after they leave the nursery. Any claim of loss due to broken boxes, crates, or bales, should be made promptly to carrier upon receipt of same. Claims against material, shortages, or other reasons will be entertained only if made within 5 days after receipt of goods. In any event our liability is limited to free replacement, or refund of purchase price.

SHIPMENTS: We appreciate your explicit instructions as to how shipment should be made. In the absence of same, we will use our own judgment; for which we assume no liability whatsoever.

PRICES FOR NON-PATENTED ROSES

Grade	1 to 9	10 to 99	100 to 499	500 to 999	1000 to 2499	2500 and over
No. 1	1.00 ea.	.65 ea.	.60 ea.	.58 ea.	.56 ea.	.54 ea.
No. 1½	.75 ea.	.50 ea.	.46 ea.	.44 ea.	.42 ea.	.40 ea.
No. 2	.50 ea.	.30 ea.	.27 ea.	.25 ea.	.24 ea.	.23 ea.

On Non-Patented Roses you are entitled to the quantity rate if your order includes Patented Roses. Example: If you order 200 Non-Pat. and 300 Patented, you will receive the 500 rate on those Non-Patented Roses ordered.

PRICES FOR PATENTED ROSES

The price of No. 1 grade is listed for each variety. The price of No. 1½ grade is 20% off the listed No. 1 grade price. NOTE: the quantity rate for Patented varieties is determined only by the number of each variety ordered, rather than the total of all varieties. We grow these listed Patented Roses under license from the various patent holders.

PRICES FOR WRAPPED ROSES

DELUXE WRAP	(single plant)	No. 1 or No. 1½ grade;	18¢ ea.	above bare root price.
ECONOMY WRAP	" "	No. 1 or No. 1½ grade;	12¢ ea.	" " " "
DELUXE WRAP PACKAGE (3 roses)	No. 2 grade Hybrid Teas & Floribundas:	95¢ ea. package.		
" " " "	Climbers;	90¢ ea. package		

PRICES FOR POTTED ROSES

On roses ordered for us to pot, we must have 1/3 down prior to March 1st. (when we start potting). This charge for potting is an additional 25¢ each plant, provided delivery or pick-up of order is made before April 15th. All other potted roses that are sold in season, are charged at 35¢ each plant. This additional charge is to cover the extra handling necessary, i.e., feeding, spraying, watering, etc..

PRINTED WOOD LABELS

With orders of Non-Patented Roses, printed, wooden labels are supplied Free of Charge.

MENTOR ROSE GROWERS, INC.
445 Little Mountain Rd.

Order Blank

Phone: BLackburn 5-2710
Mentor, Ohio

Ship to _____ Bill to _____

Address _____

City _____ State _____

Ship Via _____ When _____

*If by motor freight, please indicate line.

Grade No. 1 Grade No. 1½ Grade No. 2

NON-PATENTED HYBRID TEAS

Color

BETTY UPRICHARD	salmon pink
CHARLOTTE ARMSTRONG	spectrum red
CHRISTOPHER STONE	scarlet crimson
CONDESSA de SASTAGO	red and yellow blended
COUNTESS VANDAL	pink and salmon blend
CRIMSON GLORY	deep crimson
DUQUESA de PENARANDA	orange shadings
ECLIPSE	golden yellow
GOOD NEWS	apricot pink
JOANNA HILL	dark yellow, buff
K. A. VICTORIA	white
McGREDY'S SCARLET	scarlet
MME. COCHET-COCHET	pink blends
NIGGER BOY	very dark, blackish maroon
PEDRALBES, very vigorous grower	pale yellow bud, white bloom
PINK DAWN	rose pink
POINSETTIA	unfading scarlet
PRES. HOOVER	varying orange shadings
REX ANDERSON	white
SISTER THERESE	yellow, vigorous free bloomer
TALISMAN	yellow and copper
THE DOCTOR	satiny pink

NON-PATENTED FLORIBUNDAS

BETTY PRIOR	delicate pink
DONALD PRIOR	crimson
*FLORADORA	orange-red
FERNSHAM, very vigorous grower	deep crimson
IMPROVED LAFAYETTE	glowing red
RED RIPPLES	dark red
SUMMER SNOW	white
THE FAIRY, spreading low grower	small delicate pink

NON-PATENTED CLIMBERS

BLAZE, true ever-blooming	blazing red
CITY of YORK	creamy white, profuse
DOUBLOONS	large, deep yellow
NEW DAWN, ever-blooming	flesh pink

YOUR SATISFACTION, INSURES OUR SUCCESS

PATENTED HYBRID TEAS

*Indicates All-American Winners

Suggested
Minimum

Retail Grade Grade
Price No. 1 No. 1½

Variety and color

Prices (per variety)

			Pat. No.	1-9	10-19	20-99	100-249
2.75	—	—	AZTEC, orange-scarlet	1648	1.75	1.50	1.37½
2.00	—	—	BLANCHE MALLERIN, white	594	1.25	1.10	1.00
2.50	—	—	*CHRYSLER IMPERIAL, true red	1167	1.60	1.40	1.25
2.50	—	—	CONFIDENCE, pink blend	1192	1.60	1.40	1.25
2.25	—	—	FIRST LOVE, silver pink	921	1.40	1.25	1.12½
2.50	—	—	*FORTY-NINER, bi-color	792	1.60	1.40	1.25
3.00	—	—	FANTAN, tan	PPAF	1.90	1.65	1.50
2.75	—	—	*HELEN TRAUBEL, pink blends	1028	1.75	1.50	1.37½
2.75	—	—	ISOBEL HARKNESS, rich yellow	1650	1.75	1.50	1.37½
1.85	—	—	*KATHERINE T. MARSHALL, pink	607	1.20	1.05	.92½
2.50	—	—	LADY ELGIN, orange-gold	1469	1.60	1.40	1.25
2.50	—	—	LAS VEGAS, satiny pink	1486	1.60	1.40	1.25
2.50	—	—	LOVE SONG, yel. & pink blends	1360	1.60	1.40	1.25
2.75	—	—	MIDNIGHT, rich dark red	1542	1.75	1.50	1.37½
2.25	—	—	*MIRANDY, deep garnette red	632	1.40	1.25	1.12½
2.00	—	—	*MISSION BELLS, salmon pink	923	1.25	1.10	1.00
2.75	—	—	*MOJAVE, orange blend	1176	1.75	1.50	1.37½
2.50	—	—	NEW YORKER, scarlet red	823	1.60	1.40	1.25
2.25	—	—	*NOCTURNE, cardinal red	713	1.40	1.25	1.12½
2.50	—	—	*PEACE, lemon yellow with pink	591	1.60	1.40	1.25
3.00	—	—	PINK PEACE, deep dusty pink	1759	1.90	1.65	1.50
2.25	—	—	PRES. EISENHOWER, clear red	1217	1.40	1.25	1.12½
2.50	—	—	ROYAL VELVET, velvety red	PPAF	1.60	1.40	1.25
1.85	—	—	RUBAIYAT, rose red	758	1.20	1.05	.92½
2.50	—	—	SUNLIGHT, rich yellow	1576	1.60	1.40	1.25
2.25	—	—	*SUTTER'S GOLD, yellow gold	885	1.40	1.25	1.12½
2.25	—	—	*TALLYHO, raspberry red	828	1.40	1.25	1.12½
2.75	—	—	*TIFFANY, warm clear pink	1304	1.75	1.50	1.37½
1.85	—	—	VOLCANO, large flowering red	951	1.20	1.05	.92½
3.00	—	—	*WHITE KNIGHT, pure white	1359	1.90	1.65	1.50
							1.40

PATENTED FLORIBUNDAS

1.50	—	—	CHATTER, carmine	739	1.00	.90	.75	.70
2.50	—	—	*CIRCUS, yel. & orange blend	1382	1.60	1.40	1.25	1.20
2.00	—	—	*FASHION, coral peach	789	1.25	1.10	1.00	.95
2.50	—	—	*FUSILIER, rich orange red	1709	1.60	1.40	1.25	1.20
2.50	—	—	*GOLD CUP, golden yellow	1683	1.60	1.40	1.25	1.20
1.75	—	—	GOLDILOCKS, deep yellow	672	1.15	1.00	.87½	.80
2.75	—	—	*IVORY FASHION, ivory white	1688	1.75	1.50	1.37½	1.30
2.00	—	—	*JIMINY CRICKET, coral orange	1346	1.25	1.10	1.00	.95
2.00	—	—	*MA PERKINS, salmon pink	1143	1.25	1.10	1.00	.95
2.00	—	—	MASQUERADE, yel., pink & red	975	1.25	1.10	1.00	.95
1.75	—	—	RED PINOCCHIO, dark red	812	1.15	1.00	.87½	.80
2.50	—	—	SPARTAN, orange red	1357	1.60	1.40	1.25	1.20
2.50	—	—	THE TEXAN, fiery red	1471	1.60	1.40	1.25	1.20
2.00	—	—	*VOGUE, coral rose	926	1.25	1.10	1.00	.95
2.50	—	—	*WHITE BOUQUET, white	1415	1.60	1.40	1.25	1.20

PATENTED CLIMBERS

2.25	—	—	CL. PEACE, yel. & pink blends	932	1.40	1.25	1.12½	1.05
2.75	—	—	*GOLDEN SHOWERS, daffodil yell.	1557	1.75	1.50	1.37½	1.30
2.50	—	—	RED EMPRESS, everblooming red	1573	1.60	1.40	1.25	1.20

DON'T FORGET THE NEW VARIETIES WHEN ORDERING, AND ORDER EARLY!

Suggested
Minimum

PATENTED GRANDIFLORAS
*Indicates All-American Winners

Retail Price	Grade No. 1	Grade No. 1½	Variety and color	Pat. No.	Prices (per variety)	1-9	10-19	20-99	100-249
2.50	—	—	BUCCANEER, deep yellow	1119	1.60	1.40	1.25	1.20	
2.00	—	—	CARROUSEL, unfading scarlet	1066	1.25	1.10	1.00	.95	
3.00	—	—	ELCAPITAN, cherry red	1796	1.90	1.65	1.50	1.40	
3.00	—	—	GOLDEN GIRL, golden yellow	PPAF	1.90	1.65	1.50	1.40	
2.75	—	—	MONTEZUMA, scarlet-orange	1383	1.75	1.50	1.37½	1.30	
2.50	—	—	*QUEEN ELIZABETH, orchid pink	1259	1.60	1.40	1.25	1.20	
3.00	—	—	*STARFIRE, currant red	1742	1.90	1.65	1.50	1.40	

A COMPLETE DESCRIPTION OF THE NEW VARIETIES

#EL CAPITAN (1796) This new GRANDIFLORA blooms profusely, with its rich glowing, cherry red flowers holding fast in practically every weather. The foliage is large, plentiful, and glossy. A fine addition to this new class of roses.

#GOLDEN GIRL (PPAF) The rose that eclipses Eclipse. Its bigger, freer bush produces a great many more flowers in the wonderful GRANDIFLORA style. This very vigorous bloomer has flowers of sparkling yellow tones, and each of them 4 to 4½ inches across. Here is one rose that will truly be a gardener's delight for many years to come.

#FANTAN(PPAF) A new and novel beauty that has been added to the family of HYBRID TEAS. The unique color of this rose is difficult to pinpoint, but we consider it as a definite tan. The 3½ inch blooms are borne singularly on medium long stems, each bloom has 40 to 55 petals. The plant is medium in height, with leathery foliage that rounds out the bush nicely. This rose is distinctively different from anything yet produced; and will catch the imagination of the many who dote on the color rarities of the modern rose.

#ROYAL VELVET (PPAF) This new, rich, eye-filling red HYBRID TEA is a brilliant beauty when in full flower. Each enormous bloom contains 55 to 65 petals, and seems to be made of heavy velvet. The total effect of these plump blooms spells RICHNESS. Another thing, it does not blue as so many other red roses do. The plant is taller than average, and has fine foliage.

